

Assembly Bill 577
January 5, 2010
By Paul Heinen
DNR Legislative Liaison

DNR here just to provide information

A one-day license for \$7 or \$9 dollars provides an additional choice for our anglers

There may well be potential anglers out there who once they fish for a day may be
hooked for life (pun intended)

Wisconsin DNR offered a one day fishing license for 5 years from 1988 to 1992

During that period we saw a shift from the more expensive Resident Annual and Non-
resident 4-day Licenses to the cheaper one-day

It was almost a one-to-one shift

There was not any increased license sales

So the state lost money

The Legislature repealed the one-day license in 1992

Immediately the other licenses went up.

For 2010 we estimate that the one-day license will cost the state \$470, 500 in lost revenue
as anglers buy the cheaper one-day license

Conservation Patron (more information)	165	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Conservation Patron Junior (issued to 12 - 17 year olds) (more information)	75	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Sports (Fishing, Small Game, & Deer Gun Hunting)	60	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Sports Junior (issued to 12 - 17 year olds) (Fishing, Small Game, & Deer Gun Hunting)	35	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Fishing, Annual	20	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, Junior (16 & 17 years old)	7	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, Senior Citizen (65 years & older)	7	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, Husband/Wife	31	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Inland Trout Stamp	10	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Great Lake Salmon/Trout Stamp	10	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
2-Day Great Lakes Fishing (includes Great Lake Salmon/Trout Stamp)	14	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
2-Day Inland Lake Trout Fishing (includes Inland Trout Stamp)	14	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Sturgeon Spearing Lake Winnebago (deadline to purchase October 31)	20	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Upriver Sturgeon Spearing (deadline to purchase October 31)	20	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail

Sturgeon Hook & Line Inland	20	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Sturgeon Hook & Line Wisconsin/Michigan	20	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Upriver Sturgeon Spearing Application Deadline August 1st	3	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Fishing, Disabled (more information)	7	License available at DNR	License available via agents and phone		
Fishing, Veteran/Disabled (more information)	3	License available at DNR	License available via agents and phone		
Fishing, Armed Forces	0	License available at DNR	License available via agents and phone		

Conservation Patron [more information]	600	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Conservation Patron Junior (issued to 12 - 17 year olds) [more information]	77	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Sports (Fishing, Small Game, & Deer Gun Hunting)	275	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Sports Junior (issued to 12 - 17 year olds) (Fishing, Small Game, & Deer Gun Hunting)	36	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail
Fishing, Annual	50	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, Family Annual (primary) (includes children 16 & 17 years of age)	65	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, Family Annual (secondary)	0	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, 4 day	24	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, 15 day	28	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Fishing, 15 day Family	40	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Inland Trout Stamp	10	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Great Lake Salmon/Trout Stamp	10	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
Great Lake Fishing, 2 day (includes Great Lake Salmon/Trout Stamp)	14	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License available by printing
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Upriver Sturgeon Spearing Application Deadline August 1st	3	License available at DNR	License available via agents and phone	Link: Online Licensing Services Center	License delivery available by mail

Fiscal Estimate — 2009 Session

☒ Original ☐ Updated
☐ Corrected ☐ Supplemental

LRB Number

Amendment Number if Applicable

Bill Number
AB 577

Administrative Rule Number

Subject

One-Day Fishing License

Fiscal Effect

State: ☐ No State Fiscal Effect
☐ Indeterminate

Check columns below only if bill makes a direct appropriation
or affects a sum sufficient appropriation.

☐ Increase Existing Appropriation ☐ Increase Existing Revenues
☐ Decrease Existing Appropriation ☒ Decrease Existing Revenues
☐ Create New Appropriation

☒ Increase Costs — May be possible to absorb
within agency's budget.

☒ Yes ☐ No

☐ Decrease Costs

Local: ☒ No Local Government Costs

☐ Indeterminate

1. ☐ Increase Costs
☐ Permissive ☐ Mandatory

3. ☐ Increase Revenues
☐ Permissive ☐ Mandatory

5. Types of Local Governmental Units Affected:

☐ Towns ☐ Villages ☐ Cities

2. ☐ Decrease Costs
☐ Permissive ☐ Mandatory

4. ☐ Decrease Revenues
☐ Permissive ☐ Mandatory

☐ Counties ☐ Others

☐ School Districts ☐ WTCS Districts

Fund Sources Affected

☐ GPR ☐ FED ☐ PRO ☐ PRS ☒ SEG ☐ SEG-S

Affected Chapter 20 Appropriations
20.370 (4) (mu)

Assumptions Used in Arriving at Fiscal Estimate

Effective April 1, 2010, or the day after publication, whichever is later, the bill requires the Department to issue resident or non-resident one-day fishing licenses, and it requires the Department to issue a resident or non-resident annual fishing license at a reduced fee to persons who have previously purchased a one-day fishing license during the same year.

The Department's revenue assumptions for this bill are based on previous experience with the establishment of one-day licenses. A resident and non-resident one-day license was established for inland waters in FY 1988 and was subsequently repealed in FY 1992. Generally, license purchasers shifted from more expensive (Resident Annual, Nonresident Four Day) to the less expensive Daily option, without any evidence of a significant amount of new sales being generated.

Impact On Resident License Revenues

The Department assumes that the issuance of one-day licenses would reduce annual license sales by 5.5%, or 27,800 licenses. Each license generates \$19.50 in revenue (\$19.25 license fee plus \$0.25 issuing fee retained by the Department); therefore, the Department estimates a reduction of \$542,100 (27,800 x \$19.50) in fee revenue generated from the sale of annual licenses. The Department assumes that the reduction in annual license sales will result in an equivalent number of one-day license sales plus sales of an additional 1,500 one-day licenses to reflect new individuals that have not purchased an annual license before; therefore, it is estimated that sales of one-day licenses will be 29,300 annually. Since each one-day license would generate \$7.50 in revenue (\$7.25 license fee plus \$0.25 issuing fee retained by the Department), the Department estimates an increase of \$219,750 (29,300 x \$7.50) in fee revenue generated from the sale of one-day licenses.

The net change in resident license revenue is estimated to be a reduction of \$322,350 (\$219,750 in one-day license revenue minus \$542,100 in lost annual license revenue).

Long-Range Fiscal Implications

Prepared By:

Joe Polasek

Authorized Signature

Telephone No.

266-2794

Telephone No.

266-2794

Agency

Department of Natural Resources

Date (mm/dd/ccyy)

Fiscal Estimate — 2009 Session

Page 2 Assumptions Narrative Continued

LRB Number	Amendment Number if Applicable
Bill Number	Administrative Rule Number

Assumptions Used in Arriving at Fiscal Estimate – Continued

Impact On Non-Resident License Revenues

The Department assumes that the establishment of a one-day license would reduce four-day license sales by 12%, or 11,600 licenses. Each license generates \$23.50 in revenue (\$23.25 license fee plus \$0.25 issuing fee retained by the Department); the Department estimates a reduction of \$272,600 ($11,600 \times \23.50) in fee revenue generated from the sale of four-day licenses. The Department assumes that the reduction in four-day license sales will result in an equivalent number of one-day license sales plus sales of an additional 1,500 one-day licenses to reflect new individuals that have not purchased a nonresident license before; therefore, it is estimated that sales of nonresident one-day licenses will be 13,100 annually. Since each license would generate \$9.50 in revenue (\$9.25 license fee plus \$0.25 issuing fee retained by the Department), the Department estimates an increase of \$124,450 ($13,100 \times \9.50) in fee revenue generated from the sale of one-day licenses.

The net change in non-resident license revenue is estimated to be a reduction of \$148,150 (\$124,450 in one-day license revenue minus \$272,600 in lost four-day license revenue).

Impact On Total License Revenues

The Department estimates that the bill would reduce overall license revenue, both resident and non-resident, by \$470,500 annually.

Impact on Administrative Costs

The Department estimates that it will incur \$8,000 or more in one-time programming costs to add one-day licenses into the Automated License Issuance System (ALIS).

Fiscal Estimate Worksheet — 2009 Session

Detailed Estimate of Annual Fiscal Effect

☐ Original ☐ Updated
☐ Corrected ☐ Supplemental

LRB Number	Amendment Number if Applicable
Bill Number AB 577	Administrative Rule Number

Subject
One-Day Fishing License

One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):

\$8,000 or more in one-time programming costs to add one-day licenses into the Automated License Issuance System (ALIS)

Annualized Costs:		Annualized Fiscal Impact on State Funds from:	
		Increased Costs	Decreased Costs
A. State Costs by Category			
State Operations — Salaries and Fringes		\$	\$ -
(FTE Position Changes)		(FTE)	(FTE)
State Operations — Other Costs			-
Local Assistance			-
Aids to Individuals or Organizations			-
Total State Costs by Category		\$	\$ -
B. State Costs by Source of Funds		Increased Costs	Decreased Costs
GPR		\$	\$ -
FED			-
PRO/PRS			-
SEG/SEG-S			-
State Revenues	Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fee, etc.)	Increased Revenue	Decreased Revenue
GPR Taxes		\$	\$ -
GPR Earned			-
FED			-
PRO/PRS			-
SEG/SEG-S			- 470,500
Total State Revenues		\$	\$ -

Net Annualized Fiscal Impact

	<u>State</u>	<u>Local</u>
Net Change in Costs	\$	\$
Net Change in Revenues	\$ -470,500	\$

Prepared By: Joe Polasek	Telephone No. 266-2794	Agency Department of Natural Resources
Authorized Signature	Telephone No. 266-2794	Date (mm/dd/ccyy)



JOAN BALLWEG

WISCONSIN STATE REPRESENTATIVE

PO Box 8952, State Capitol
Madison, Wisconsin 53708-8952
(608) 266-8077
Toll-free: (888) 534-0041
Rep.Ballweg@legis.wi.gov

41ST ASSEMBLY DISTRICT

AB 577: 1-day Fishing License
Testimony by State Representative Joan Ballweg
Before the Assembly Committee on Fish and Wildlife
January 5, 2010

Thank you Chairman Hraychuck and members of the Assembly Fish and Wildlife Committee for hearing Assembly Bill 577, a bill to create 1-day resident and non-resident fishing licenses in Wisconsin.

To most people, fishing is seen as an enjoyable escape from life's daily pressures, but recreational fishing is much more than just a getaway for many Americans. Spending a pleasurable day on the water usually involves at least some expense for travel, equipment and supplies. Anglers not only contribute to industries such as fishing tackle and boat manufacturing, but have a positive effect on the tourism and hospitality businesses in our state.

According to the American Sportfishing Association, Wisconsin is ranked in the Top 10 states for the economic impact of fishing. Retail sales related to fishing are over \$1.5 billion in Wisconsin and the total economic impact is over \$2 billion. Fishing helps provide over 30,000 jobs in Wisconsin, from bait shops to boat dealers to hotels and restaurants. Wisconsin is second only to Florida in the economic impact due to non-resident anglers who visit our state.

During these difficult economic times, I believe we should be doing things that help promote tourism in Wisconsin. Many of our small 'Mom and Pop' businesses depend on both in-state and out-of-state tourists. All of our neighboring states Illinois, Iowa, Michigan and Minnesota offer the option of a 1-day resident or non-resident fishing license. Passing AB 577 will help Wisconsin remain competitive with the

surrounding states. (In preparation for today's hearing, I contacted the DNR in all four states to see what impact the 1-day license had in their individual states. Minnesota has offered the 1-day license since 1982, and by far it has the highest use of the 1-day license at 8% of the resident licenses purchased. However, during that same time period, the number of resident licenses, both annual and 1-day, have increased. Michigan sells around 40,000 resident 1-day licenses out of a total 1.2 million licenses sold. Iowa, which started offering 1-day and 3-day licenses in 2004, said that those two licenses combined account for less than 1% of their resident license sales. If any area was impacted in the three states, it was non-resident license sales, where the 1-day option was as high as one-third of their non-resident license sales. Illinois did not respond.)

My district includes a number of spots that are popular tourist destinations, and I have heard from local fishing guides, bait shop owners and the chamber of commerce that this change would be a positive for the area. However, this bill is not specific to one area of the state, and based on the geographic diversity of the co-sponsors, many of you share my feelings that this would be a good change for the state as a whole.

The purpose of this bill is to entice the casual angler or the first time angler, who wants to give fishing a try. Many family budgets are currently stretched thin, and the cost of an annual license may be a deterrent for some individuals who are not regular anglers. For avid anglers, an annual license is still going to be the best deal, but this bill would allow that individual to introduce a friend or co-worker to fishing, without that person buying a year long license before trying the sport. A provision that was added to this bill, that is different from other proposals introduced in previous sessions, is that the fee for the 1-day license could be applied to the purchase of an annual license within the same license year.

Society as a whole is busier than it was just a generation ago. The proliferation of extra-curricular activities for our young people creates many competing demands for our limited free-time. Since 1995, the U.S. Fish and Wildlife Service has conducted a National Survey of Fishing, Hunting and Wildlife-Associated Recreation. According to

the most recent data from 2001-2006 there was a 4% decline in the number of sportspersons. Passing AB 577 may actually increase license sales and help introduce people to fishing that otherwise may not participate.

Nationally polls indicate that the earlier people take up fishing, the more active in the sport they become. Some 85 percent of freshwater anglers began fishing before they were 13. Obviously, the DNR recognizes the value of exposing young people to fishing, and this bill would help introduce adults to fishing.

Thank you to the members of the committee that have signed as co-sponsors of this proposal. I would also like to thank Sen. Holperin for taking the lead on this bill in the Senate and introducing companion legislation. If any members have questions regarding this proposal, I would be happy to answer them at this time.

From: Ellen Koeppen [ellen@visitgreenlake.com]
Sent: Monday, January 04, 2010 10:37 AM
To: Rep.Ballweg
Subject: 1-day Fishing License bill
Follow Up Flag: Follow up
Flag Status: Orange

Joan and Sen. Holperin,

Thanks for your support of the 1 day fishing license and for the work to keep it in front of the Fish and Wildlife Committee.

The option to offer a one-day fishing license to our visitors would be a great benefit to our tourism business in the Green Lake Area. Our area attracts families who spend time here because it offers great outdoor activities. There is great biking, hiking, canoeing/kayaking and of course fishing. The one-day license would make it more feasible for a family to add fishing as a new adventure. Many families don't consider fishing as an option as it gets too expensive for the first time fisherman. I can only imagine that many families would add fishing as a major pastime and become annual license holders if given the chance to check it out.

The one-day fishing license would certainly help our fishing guides. When putting together a package for 4-6 fishermen, there are times when the added cost of a full license for 6 people becomes a "deal breaker" when planning a day trip with a guide.

In either case, the more people we can expose to the fishing experience, the more people will get hooked on the sport/past time and become annual license holders. Competition for the tourism dollar is very tough. The more variety and flexibility we can offer to the consumer, the more attractive our area becomes. Often it is the positive attitude to accommodate our visitors that makes the difference when these visitors are choosing their destination.

Thanks again for our support of this bill.

Ellen Koeppen
Green Lake Area Chamber of Commerce
550 Mill Street
PO Box 337
Green Lake, WI 54941
920.294.3231
www.visitgreenlake.com

From: Barbara Dugenske [bdugenske@ci.greenlake.wi.gov]
Sent: Tuesday, January 05, 2010 1:23 PM
To: Rep.Ballweg
Subject: One Day Fishing License

Dear Legislators,

I am writing in support of AB 577. As the Mayor of Green Lake, I feel this will benefit small businesses that serve anglers and tourism in our state and give folks the opportunity to try fishing. Currently on inland waters, the only option Wisconsin residents have is to purchase an annual license. Attracting families for a fishing adventure is difficult when licenses are too expensive. Small towns are struggling for tourism and passage of this bill AB 577 would help our economy.

Chuck Mirr, City of Green Lake Mayor

From: norton fishing hunting [nortonfishinghunting@centurytel.net]
Sent: Monday, January 04, 2010 11:52 AM
To: Rep.Ballweg
Subject: supporting bill AB 577
Follow Up Flag: Follow up
Flag Status: Orange

Dear Rep. Joan Ballweg,

My family has been in the charter fishing business for 4 generations.

Attracting families for a fishing adventure is difficult when licenses are to expensive.

Small towns are struggling for tourism and passage of this bill AB 577 would help our economy.

I support the passage of bill AB 577

Thanks you,

Mike and Joanne Norton
Capt. Mike Norton's Big Green Lake Fishing
W4410 Huckleberry Road
Princeton WI 54968
902 295 3617
www.biggreenlakefishing.com

From: Dennis Walker [fish@greenlakefishing.com]
Sent: Monday, January 04, 2010 12:44 PM
To: Rep.Ballweg
Subject: One day fishing license for residents and non-residents
Follow Up Flag: Follow up
Flag Status: Orange

Hi Rep. Joan Ballweg Dennis Walker from Big Green Lake, Wi. Big Green Lake in Green Lake Co. is one of the few unique inland lakes in the state with a trout population and does hold the current state record for lake trout. For the fisher be it resident or non-resident who would like to fish for trout for the day or just a few hours the cost of the license plus the inland trout stamp has really become cost prohibitive for a lot of potential fishers. At present, state law does not have a one day license for inland lakes or streams for residents or non-residents. Which undoubtedly results in loss of state license revenue fees. This problem could in effect prohibit a young fisher to experience the joy of fishing for the day or a few hours. The Great Lakes currently has a two day Sport Fishing license for residents and non-residents and is highly used but its only for on the Great Lakes. Most of the surrounding states do have this type license. It's now time for the inland lakes to have this type of license. Good Luck, Joan on getting your bill 577 to the state legislature rule changes to establish a One Day fishing license for residents and non-residents for all inland lakes and streams. Dennis Walker's Guide Service on Big Green Lake.

From: Mike Ratter [mratter@ci.greenlake.wi.gov]
Sent: Wednesday, December 30, 2009 3:17 PM
To: Rep.Ballweg
Subject: AB-577
Follow Up Flag: Follow up
Flag Status: Orange

Representative Ballweg:

This email is to express my total support in the 2009 Assembly Bill # 577, allowing the sale of one day fishing licenses in the State of Wisconsin. Just a side note, I would be that person, who does not fish on a regular bases, but will enjoy fishing with friends 2-3 times a year. I was locked into buying a resident season fishing license to conform to the law, but would love the option of a daily fishing licenses.

Thank you for your time;

Mike Ratter
City of Green Lake
Green Lake, Co.
mmichael069@centurytel.net

From: John Hoppa/Stephenie Buhrow [thunderinghoof86@yahoo.com]
Sent: Saturday, January 02, 2010 8:25 AM
To: Rep.Ballweg
Follow Up Flag: Follow up
Flag Status: Orange

To ever it may concern,

I think that a one day license could be very beneficial. There are times i only make it out once or twice a year fishing, and I have out of state friends that come visit and will not fish if we go because its not worth a license or a fine for a couple of afternoon fish.

I do not know what kind of price tag would be put on this, but if it is within reason I definetly am in support of it.

John Hoppa
Thundering Hoof Ranch
N7471 Forest Ridge Rd
Berlin, WI 54923

From: Jim Semrow [jsemrow_tomahawklog@charter.net]

Sent: Thursday, December 31, 2009 11:17 AM

To: Rep.Ballweg

Subject: One day fishing license

Follow Up Flag: Follow up

Flag Status: Orange

My name is James Semrow and I in favor of the one day license AB 577. I live in Princeton and I am an avid fisherman.

From: LOUIS RUDOLPH [mailto:chief540@hotmail.com]
Sent: Thursday, December 31, 2009 11:14 AM
To: Rep.Ballweg
Subject: RE: AB 577: 1-day Fishing License Public Hearing

This would be great and it would also benefit every sportsman!

Subject: AB 577: 1-day Fishing License Public Hearing
Date: Wed, 30 Dec 2009 12:15:14 -0600
From: Rep.Ballweg@legis.wisconsin.gov
To: Rep.Ballweg@legis.wisconsin.gov

Please share this information with your e-mail list, membership, customers, and clients:
I have introduced AB 577 along with Sen. Holperin, and the bill is scheduled for a hearing on Tuesday, January 5, 2010.

Rep. Hraychuck, Chair of the Assembly Fish and Wildlife Committee will be holding a hearing after a brief executive session that begins at 2:00 p.m.

Tuesday, January 5, 2010

2:00 PM

417 North (GAR Hall)

State Capitol

This bill will benefit small businesses that serve anglers and tourism in our state and give folks the opportunity to try fishing. Currently on inland waters, the only option Wisconsin residents have is to purchase an annual license. Many people might be up North or visiting friends on a lake for a holiday weekend, they are not regular anglers, so they opt against fishing for an afternoon because they have to purchase an annual license.

All of our neighboring states, Iowa, Minnesota, Michigan and Illinois offer both resident and non-resident 1-day fishing licenses.

I encourage you to get the word out and help support this proposal.

Have a Happy New Year!

Regards,

Joan Ballweg

State Representative

41st Assembly District

<<AB-577.pdf>>

Hotmail: Trusted email with powerful SPAM protection. [Sign up now.](#)

From: tonydd@charter.net
Sent: Wednesday, December 30, 2009 5:33 PM
To: Rep.Ballweg
Subject: 1 Day fishing

Follow Up Flag: Follow up
Flag Status: Orange

I support the idae 100%. Good Luck

Tony Dolgner
Broker/Owner
Century 21 Properties Unlimited
(Office) 920-748-2865 Ext. 11
(Cell) 920-570-2143